



ATTACHMENT 1

A1

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled [entitled]: “DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS” by Kevin Currans, et al. [(HP disclosure number 10001688).] This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617 [*< to be added >*].

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## ATTACHMENT 2

In the course of auctioning ads as disclosed herein, the physical size of both the content files and the advertising files can affect the ability to place an advertisement – and generate revenue. If the sizes of advertising copy and the size of content could be adjusted, more advertisements might be placed in a publication thereby increasing ad revenues even further. A method to size advertising and content information for publication is disclosed and claimed in the co-pending patent application assigned to Hewlett-Packard Company that is titled: "DOCUMENT DELIVERY SYSTEM WITH AUTOMATICALLY ADJUSTED COPY INSERTS" by Kevin Currans, et al. This application was filed on August 17, 2000 and is identified by U.S. patent application no. 09/641,617.

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